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TIRES

Why pay more for junk tires than standard makes?

Goodrich 30x3 1/2 \$10.85
Fisk 30x3 1/2 10.85
U. S. 30x3 1/2 10.85
Kelly-Springfield 30x3 1/2 12.90

Hewitt Brothers
Garage

Clean and Safe Ice



When you put ice in a drink or upon any of your foods you want to be sure of its purity. Your health demands such precaution.

You will find ours unusually clean—free from sediment and impurities of all kinds.

Our prices are reasonable, weight honest and service prompt and regular.

Southern Utilities Co.

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SOLANA NEWS

If this old world of building-ups and tearing-downs should install our system of rain fall, and our process of sun down, and so on, there would be only the sitting-down-and-waiting for the angels to arrive to transport us to the other better place, where there "ain't no worst".

Dave Hill's seed bed "for two" has had symptoms of "damping off," and although he has encouraged and aided and abetted it shows signs of cold feet—and a desire for the ring back. What's goin' to do in a case like this? No! Never! plant sun flowers that smile; and frame "her" picture in your watch case 'till the end—and the end.

Anxious moments that we know about. Those sudden down-pours which leave one standing on someone's porch five hours from dinner and ten minutes to supper—hurry and bring on the soup!

Solana's roadways—there are spots that—oh, well, what's the use.

The loop-drive is, as it were or is—a sloop passage with treacherous reefs and bars.

Ernest Halroyd expects to try out the flying qualities of his newly hatched homer pigeons this month. There are a number of full grown pairs that will be released at some distant point to make the fly home.

The mocking bird has likewise awakened. The butcher bird never had anything but murder in its voice. Let it perish.

One of our worthy "bachs" decided to fast for a week. He figured health, expense, and the cause of life extension, all the food in the house left over from the previous day was set out for the two cats and the dog.

That left only the barrel of rain water and a tin cup to serve inner man. It was 7:15 a. m. Breakfast, lunch, and dinner was skipped. That's easy. "We eat too much, yes, once a week is ample—tell it 't' the world."

That night worthy "bach" had a dream. It was frightful—"they" were forcing a fish dinner down—he could feel it—murder—help! Lemon pie, frapped pineapple, angel cake! take it away. And then came a tray of ice cream flanked with sliced banana and a drink of iced orange juice with ripe cherries. At this, worthy "bach" sat up in bed. "Wow! was I a dreamin'?"

out in the kitchen the oil stove smoked, the rolled oats rolled. Worthy bach rubbed his eyes. "I must 'v been up in m' sleep."

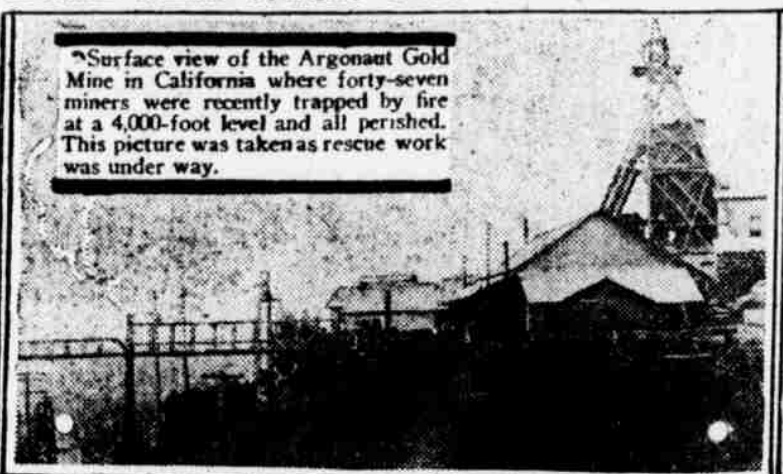
Man stopped to know if we had any fruit to sell. We thought of the mango seed sprouting, and the avocado about ready to sprout, and the sour orange and the lemon and the grape fruit yearlings, and said no-o-o.

On second thought we offered the package of seeded raisins for cash, f. o. b. packed at Los Angeles. Man lit another cigarette and went on. End of part one.

Improvement of the Dixie Highway from the point two-thirds of a mile north of Jensen, where operations were left off last winter and resumed June 26th, to the White City station, slightly over nine miles will be completed in a few more days.

Total building permits in West Palm Beach in August are greater than in any August in the history of the city amounting to \$750,000.00.

Death Mine Where Gold Miners Perished



IDALIA

School started Monday with Miss Gertrude Terrill from Kentucky as teacher. There were thirty-six pupils enrolled. Several of the mothers visited the school the first day.

Little James McBride entertained fifteen of his playmates at a birthday party Tuesday afternoon, in honor of his seventh birthday. Refreshments of ice cream and cake were served to the small guests.

Mrs. Leola Searle, Miss Lena Thomas and Mr. Dodson of Buckingham and Mr. McFerron of Fort Myers spent the evening at the home of Mr. W. H. Hoffman visiting Miss Terrill, Friday.

The Calosahatchee club met at the home of Mrs. Weaver in Fort Myers Friday. Mrs. Dormeier and Miss Ellene Walker motored down to attend it.

Miss Isabel Walker returned home Friday night after a two months visit in Georgia.

Mr. and Mrs. Rowleson and daughter Catherine called on Mr. and Mrs. Billie Flint, Sunday afternoon.

Mr. and Mrs. Frank Walker are the proud parents of a fine baby boy, born Saturday night.

Mrs. Jones, Mr. and Mrs. Schell and daughter, Alice, Mr. Wilson, Mr. Hoffman and Miss Terrill were business visitors in Myers this week.

The women of the W. C. T. U. have made three complete sets of baby clothes which they have presented to the following babies: Little Frank Hendry Garner, Ellen Louise Carter and "Baby" Walker—whose mothers are all members of this organization.

ALVA NOTES

Miss Anita Cox spent the week-end with her parents in Alva.

Mr. and Mrs. Harvard Parkinson and little Jerry, spent Sunday in La Belle, visiting Mrs. Parkinson's parents.

Olyn Phillips left Friday for Gainesville to attend the University.

Miss Vega Lewis arrived Sunday and was on duty Monday morning at school.

Miss Jones of Sarasota is here to take charge of the 2nd and 3rd grades in school.

Prof. McFerron, Miss Terrell, teachers of Idalia and the Misses Bishop and Brooke of Fort Myers visited in Alva Sunday afternoon and took supper at the Wade Inn.

Mr. Walker's baby girl died last week after a very short illness. We extend sympathy to the family in their bereavement.

Mr. Frank Parkinson who has been staying the past two months in Oklahoma returned home Monday.

Mr. and Mrs. Cox, Miss Anita Cox and the Misses Pauline Hall and Sarah Jones took in the movies Saturday night.

Little Coleman Minor has been quite sick the past week but is now recovering.

Prof. Nixor and Mr. Wade motored to Fort Myers Saturday.

Dr. and Mrs. Byle made a trip to Myers, Friday afternoon.

An item which will interest Alva folks is that Bay Daniels and Miss Dora Perovott were married at De-naud Monday.

Prof. Hasford spent a couple of days in Alva last week attending to business.

Little Ray Middleton accidentally stuck a knife blade into his foot Saturday and now he is so crippled that he is unable to walk.

In Montenegro the women do all the work, the men considering manual labor undignified. They felt it their chief duty to carry firearms and swords, talk politics and prepare for the next war.

Amsterdam has had gem cutting as its leading industry for nearly 500 years.

McCALL

Miss Geraldine Cargyle, of Birmingham, Alabama, was a week-end visitor in the home of Mr. and Mrs. B. A. Brantley of this place. Miss Cargyle is spending the remainder of the summer and the early fall in our burg. We wish her a pleasant trip here in our midst.

J. W. Mills and son, Oscar, of Cotton Key, were week-end visitors to the home of their daughter, Mrs. W. A. Bell.

B. A. Brantley and Uncle Johnnie Densten our esteemed postmaster, can be seen most any day trying to catch the finny tribe from the beautiful Myakka river but the trouble is they only catch enough generally for home consumption. We do not know whether the fish happen to see them or whether there are no fish in the river, we rather think the latter to be the case.

Mrs. V. G. Johnson, of Boca Grande, spent the week-end with her sister, Mrs. E. H. Mills, of McCall, returning home Sunday.

Mr. and Mrs. F. A. Goff, of Mc-

call has moved from here to Punta Gorda. We hate to see you leave us, Fred, but our loss is Punta Gorda's gain.

Tom Pepper, of New Point Comfort, was in town Saturday of last week mingling with his many friends and we heard that he was to come back to town on Sunday and take Mr. Brantley's family together with their lady friend, Miss Geraldine Cargyle, of Birmingham, Ala., with them for a day's outing on the beach at Lemon bay.

O. B. McEwan, of Gasparilla, spent the week-end with his family at that place, returning Sunday.

Ben Miller, one of the pile driver men and Mitchel Sessions and L.B. Pooser, the pile driver operator, all spent the week-end with relatives and friends in other parts, returning Sunday to be ready for work on Monday.

Hon. Otto Gottfried, our esteemed county commissioner from this district, passed through town Sunday enroute to his home.

Allen Gurganous went to Brooksville Sunday to enter high school. We had to see him leave us as he is a nice congenial young man and admired by all with whom he came in contact.

We had two nice services at the Baptist church Sunday, the afternoon service being conducted by Uncle Johnnie Densten, from the 12th chapter of Romans.

The infant son of Mr. and Mrs. A. Adkins is very sick. We hope for it a speedy recovery and pray divine blessings on it and the family.

White is the mourning color of the Chinese.

H. Harold Hume, President

Wm. P. Simmons, V-Pres.

D. A. Morrison, Jr., Sec'y-Treas.

BEST FERTILIZERS, INSECTICIDES, SPRAYERS, POULTRY SUPPLIES, HONEST GOODS, FAIR PRICES, PROMPT SHIPMENT
Ask your neighbor—He knows

Get NEW JULY 1ST, pricelist, JUST ISSUED

E. O. PAINTER FERTILIZER CO., Jacksonville, Fla.

Something for Merchants to Think About

Name ten merchant princes who never advertised.

No?

Name nine, then.

Six? Two? One? Why, what is the meaning of this?

Your knowledge of history and current affairs is comprehensive; your memory is excellent. Why, then, can't you name the great leaders of commerce who built up their enterprises WITHOUT ADVERTISING?

It's never been done, has it?

On the other hand, great commercial successes, since the dawn of history, have been erected largely by advertising, of one sort or another. And as the means of advertising improved, the number and extent of business enterprises increased correspondingly. Cause and Effect.

But this has to do with big successes, you say?

Wrong again.

Read below.

Newspapers come first on the advertising budget of Fred P. Mann, Devils Lake, N. D., country merchant whose store does nearly a million dollar business a year. This much he told retail dealers who gathered at Boulder, Mont., last week for their annual convention.

He sends out grocery specials and personal letters.

Mr. Mann, who is known the country over for his achievements in building a million dollar store business in a small community, started in business with a \$75 capital. Through a wholesale house he was given "time" on \$1,600 stock.

A newspaper friend urged him to tell the public about what he had to sell through newspaper columns. He did this when other merchants were satisfied to carry only a card in the paper.

The first year Mr. Mann did a business of \$23,000. He continued to use newspaper space judiciously and has kept at it ever since. Now the fixtures in his store alone are valued at \$40,000.

Mr. Mann said that after taking the presidency of the North Dakota association he sent questionnaires from which he learned that 75 per cent of the merchants of that state did advertise and that 10 per cent advertised only because they wanted to help out their local papers.

At the same time, he said, the mail order houses were sending 72 carloads of catalogues into the state and it was reported by wholesale houses that 72 per cent of the merchants were insolvent. He said he took up a campaign to induce the country merchants to go on a cash basis and to advertise, and he has since succeeded in bringing 200 of them around to his system.

Mr. Merchant, you don't have to do business in Dakota nor belong to Mr. Mann's association to do business under his system.

Start now. Right here in your own town. TODAY.